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Machine Tool Builders
Assoc.

Gray: Time Ripe for US Sales Push in the West

McLEAN, Va. — If the estimate of the Central Intelligence Agency (CIA) concerning a fall-off in the Soviet Union's imports of industrial machinery is correct, there is all the more reason for the American machine tool industry to push quickly for a larger share of that market, according to executives of the National Machine Tool Builders' Association (NMTBA).

The association is preparing for Stanki-2, its second machine tool trade show in Moscow in April 1978. About 70 firms are expected to participate.

A lot of business can be obtained between now and 1980, said James Gray, president of the association. There is no guarantee he added, that the CIA is right — and their reports so far have not been that accurate, he added.

Six to seven years of growth are likely before the median of the predicted fall-off period in the 1980s, the association executives pointed out. "West Germany," Gray added, "surely isn't going to slacken its selling efforts."

If the report is accurate, and the USSR will become a smaller machine tool customer, there is

every reason for the U.S. to go after the market and look for a bigger share of it, Gray said. If the CIA is correct, and equipment to boost productivity for export is given second priority on import funds, then that means machine tools, he added.

If there is to be a narrower purchasing base, the U.S. has to get a bigger share of that base, Gray said.

Connor predicted that the association would redouble efforts in the next few years to "remain in the ball game while we study the future possibilities."